

first playing a first instance of the card game between  
10 the first player and a substantially electronic dealer module,  
wherein said dealer module is dealt a first sequence of said  
card representations;

*B.1  
Conclusion*  
15 second playing a second instance of the game between a  
second player and said dealer module, wherein said first and  
second card game instances overlap in time and wherein said  
dealer module is dealt a second sequence of card  
representations for playing said second instance of the card  
game;

wherein said first and second sequences dealt to the  
20 dealer have at least different card representations in at  
least one identical card representation position, in each of  
said first and second sequences.

*Sub C.1*  
27. (Amended) A method of playing a card game,  
comprising:

receiving player identification information prior to at  
least a first player playing the card game;

*B.2*  
5 generating card representations for playing said card  
game with at least the first player and a second player,  
wherein the first and second players obtain card  
representations via transmissions from a common address of a  
communications network[ address];

10 first [playing, with] transmitting of plays to a first  
player in a first game of said card game, wherein a first  
collection of one or more of said card representations is  
transmitted to the first player through the communications  
network;

15 second [playing, with] transmitting of plays to a second  
player in a second game of said card game, wherein a second  
collection of one or more of the card representations is  
transmitted to the second player through the communications  
network; wherein said first and second [card representation]

20 collections are transmitted to said first and second players  
during an overlapping time period;

ceasing to transmit card representations to the first  
player before said first game is completed;

25 continuing to transmit card representations to the second  
player after said step of ceasing;

terminating the playing of said second game with the  
second player;

30 subsequently continuing to transmit card representations  
to the first player, to play said first game in response to  
the first player requesting an additional collection of one or  
more card representations;

commencing to transmit card representations to the second  
player for playing a third game of said card game, wherein a  
third collection of one or more card representations is

B2  
conclude

35 transmitted to the second player and wherein the transmissions  
of the card representations for said additional collection and  
said third collection overlap in time.

Claim 28, line 2, please replace "interface" with --  
network--.

Claim 143, lined, please replace "140" with --193--.

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149. (Amended) A method of providing a presentation  
on a network, comprising:

activating a service accessible from a network server  
node, via the network, wherein one or more interactive service  
5 presentations are presented to a user during an activation of  
the network service by a network client node from which the  
user accesses the network;

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presenting concurrently with the service presentations at  
the client node, a first [advertising] presentation for  
10 providing information related to one of a product  
[advertisement] and a service[ advertisement], wherein said  
first [advertising] presentation is transmitted on the network  
during the activation of the network service, and a display of  
said first presentation is capable of being replaced by a  
15 display of a different, second [advertising] presentation  
during the activation of said network service, wherein at

least one of said service presentations for presenting on the network client node is determined without regard to which one of said first and second [advertising] presentations is presented concurrently to the user;

receiving data, at a predetermined network node, via a communication on the network, wherein said data is indicative of an action by the user in response to said first [advertising] presentation; and

determining, using said data at said predetermined network node, another [advertising] presentation for presenting to the user.

Claim 154. (Amended) A method of providing a presentation on a network, comprising:

activating a network service accessible from a network server node via the network, wherein one or more interactive service presentations are presented to a user during an activation of the network service by a network client node from which the user accesses the network;

presenting concurrently with the service presentations at the network client node, a first presentation for providing information related to one of a product [advertisement] and a service[ advertisement], wherein said first presentation is transmitted during the activation of the network service, and a display of said first presentation is capable of being

replaced by a different, second presentation during the  
15 activation of said network service, wherein at least one of  
said service presentations for presenting on the network  
client node is determined without regard to which one of said  
first and second presentations is presented concurrently with  
the at least one service presentation to the user;

20 receiving data, at a predetermined network node, via a  
communication on the network, wherein said data is indicative  
of an action by the user in response to said first  
presentation; and

25 providing, using said data, the product or service to the  
user in response to a purchase by the user.

Claim 155. (Amended) A method of providing information  
regarding products or services on the Internet, comprising:

transmitting, via the Internet, from a first Internet  
accessible node, first information for storing at a second  
5 Internet accessible node, wherein said first information is  
capable of being utilized in subsequent Internet  
communications between the first Internet accessible node and  
the second Internet accessible node;

wherein for each of a plurality of subsequent different  
10 Internet connections by the second Internet accessible node,  
the following steps (a) and (b) are performed:

15 (a) receiving, via the Internet, at the first Internet accessible node, second information from said second Internet accessible node, said second information indicative of at least a presence of said first information;

20 (b) causing, via one or more Internet transmissions from said first Internet accessible node, one or more [advertisements] presentations to be transmitted to said second Internet accessible node when a presence of said first information is detected on said second Internet accessible node, wherein the following occur during at least one of said subsequent different Internet connections: (i) said one or more [advertisements] presentations are transmitted during an activation of a desired Internet service accessible from said  
25 first Internet accessible node, (ii) a display of at least a first of said one or more [advertisements] presentations is replaced by a display of a different second of said [advertisements] presentations, and (iii) substantially all outputs from the activation, in response to Internet  
30 transmissions from the second Internet accessible node, are determined without regard to which of said one or more [advertisements] presentations is displayed at the second Internet accessible node.

Claim 163. (Amended) A method of playing a game on a communications network, comprising:

receiving, at a game playing node of the network, a request for selecting a pace of play of an instance of the game by a first user at a first node of the network;

[playing the instance of the game with] first transmitting game plays between said game playing node and the first user using network communications between the game playing node and the first node, wherein at least a second  
10 user has played an instance of the game; and

transmitting to the first node a ranking of said second user, wherein the ranking is indicative of a proficiency of the second user in playing the game.

Sub C38  
Claim 170. (Amended) A method of playing a game on a communications network, comprising:

contacting, by each of a plurality of users, via a corresponding node on the network for the user, a game playing node on the network, so that each of the users initiates a  
5 corresponding instance of the game between the game playing node and the user's corresponding node, and at least some of said instances overlap in time;

[playing, by] transmitting game plays between said game  
10 playing node and a first of the users, for the corresponding  
instance of the game;

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conclude

transmitting from the game playing node to the  
corresponding node of the first user, the ranking of a second  
of the users, wherein said ranking is indicative of a  
15 proficiency of the second user in playing the game.

Please add the following new Claims 188-193.

188. (New) An apparatus for playing a card game  
electronically, comprising:

a card generator for generating one or more electronic  
card representations for playing the card game;

5 a game playing engine for playing a first electronic  
instance of the card game between a first player and a  
substantially electronic dealer module, wherein the first  
player is dealt a first sequence of the card representations,  
and wherein a second player plays a second instance of the  
10 card game with the dealer module so that said first and second  
card game instances overlap in time, and wherein the second  
player receives a second sequence of the card representations;  
and

wherein, for an initial series of one or more plays by  
15 said first player using said first sequence, when said second  
player also initially plays said initial series of one or more  
identical plays using said second sequence, then for  
corresponding identical plays by said first and second



20 players, their corresponding hands of card representations are identical.

189. (New) An apparatus for playing a card game electronically, comprising:

a card generator for generating card representations for playing said card game electronically;

5 a game playing engine for playing said card game with a plurality of players simultaneously, wherein said game playing engine transmits, for each player, a corresponding collection of one or more of said card representations through a communications network to the player;

10 a timer in operative communication with said game playing engine for changing a time limit for accepting an input from a first of said players when said first player transmits a communications network request to change a speed of play of said game.

190. (New) The apparatus of Claim 189, further including a means for changing a speed of play for the first player without changing a speed of play for a second of said players, wherein the first and second players are playing the same game  
5 simultaneously.

191. (New) An apparatus for providing product or service information to one or more users while each user is playing a game on a communications network, comprising:

5 means for initiating, for each user, a corresponding instance of the game for playing by the user, wherein the instance includes a plurality of user plays transmitted on the communications network;

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*crash*  
10 means for determining one or more presentations to present to each user during a playing of the corresponding instance of the game, wherein between some two of the user plays by the user there is one of said one or more presentations presented to the user; wherein said presentations have been transmitted to the user via the communications network, and wherein said presentations are for  
15 relating information about one or more purchasable products or services, or for receiving information from the user about purchasable products or services;

20 means for receiving data transmitted by the communications network by at least one of the users, wherein said data transmitted by the at least one user is related to one or more responses by the user to at least one of said presentations presented to the user; and

means for selecting a second of said presentations for transmitting to the at least one user, wherein said means for

25 selecting uses said data for determining said second presentation.

*Sub C40*  
192. An apparatus for presenting one of products and services while playing one or more games on a network, comprising:

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advertising selector determining, for a user, a  
5 particular presentation, from a plurality of presentations, to present to the user at a corresponding node of the network, wherein said presentations are used for presenting information about at least one of a product and a service;

a game playing engine for playing with the user a  
10 corresponding instance of one of the games, wherein the instance includes a plurality of user plays;

a means for transmitting, via the network, said particular presentation to the user during the playing of a portion of the corresponding instance with the user;

15 a network interface for receiving, from the user, a user data item indicative of an action in response to said particular presentation being presented;

an evaluator for evaluating an effectiveness of said particular presentation.

193. (New) The method of Claim 140, further including a step of generating a value determined using said data,